



# Brew-Ah Festival Sponsorship Opportunities

**Date:** Saturday, November 11<sup>th</sup>, 2017

**Location:** Burns Harbor Food Truck Square

**Attendance:** 700+

**Audience Profile:** 21+

**The Town of Burns Harbor's Salute to the Veterans**

The Burns Harbor Redevelopment Commission invites you to partner with us for the first Annual Brew-Ah on Saturday, November 11, 2017. More than 700 adults are expected to gather at the BH Food Truck Square for an evening of beer, wine, spirits and celebration.

The mission of the Brew-Ah Festival is to honor the men and women who have served or are currently serving in the United States armed forces. There is no greater love in this country than what we have for our men and women of the armed forces who have fought for our freedom. For that reason, half of the proceeds of the Brew-Ah Festival, our largest fundraiser of the year, will be given to a Northwest Indiana based Veterans organization whose focus is assisting veterans with issues that affected their military and civilian careers.

Veterans Day is a unique day on our calendar. It is a day when Americans pause to celebrate and thank their men and women in uniform for their service and sacrifices. There couldn't be a greater day to host our Inaugural Brew-Ah, than on this significant day. The Burns Harbor Fire Department has agreed to assist the Burns Harbor RDC in organizing and operating the Brew-Ah. The BHFD has obligated their time in making sure that the Brew-Ah is as successful as it can be to honor our Vets. As a thank you for assisting us with the event, the remaining half of the proceeds will be donated to the Burns Harbor Fire Department.

The Brew-Ah festival will provide attendees an opportunity to choose from over 100 beverages to taste, enjoy food from local food trucks, and listen to live music. Heavily marketed by our generous media supporters, we will attract the coveted 21-75 year old demographic who come out to have a great time socializing while also supporting our local Veterans. This marketing opportunity gives your business the opportunity to get in front of the household decision makers within the region while also showing your support to our event.

The Burns Harbor RDC views the Brew-Ah as an honorable gesture to our Veterans while also continuing progress toward economic and community growth. Our mission is to develop a sense of place and pride for residents, visitors, and businesses. Ultimately, to enhance our town identity and gain recognition as a development partner and project collaborator within the region. The Burns Harbor RDC invites you to be a part of our mission and support our humble event.

**LEROY'S "Hot Stuff"**  
HOMEMADE MEXICAN FOOD  
[WWW.LEROYSHOTSTUFF.COM](http://WWW.LEROYSHOTSTUFF.COM)





# Brew-Ah Sponsorship Opportunities

**Sponsorship      General      Colonel      Major      Captain**

## Lieutenant

### Levels

	<b>Sponsor \$10,000</b>	<b>Sponsor \$5,000</b>	<b>Sponsor \$2,500</b>	<b>Sponsor \$1,000</b>	<b>Sponsor \$500</b>
Public acknowledgment during the event	X				
Logo on all promotional materials	X	X			
Recognition on Burns Harbor Social Media	X	X	X		
Recognition on Burns Harbor Website	X	X	X	X	
Vendor table at the festival	X	X	X	X	
Ability to hang banner at the festival	X	X	X	X	
VIP Tickets	10	4	2		
General Tickets	20	14	12	8	4
Program advertisement	Full Page	1/2 Page	1/3 Page	1/4 Page	Logo
Company featured on Brew-Ah t-shirt	Logo	Logo	Logo	Logo	Name

## Additional Sponsorship Opportunities

### Program Booklet Advertisement- \$250

Promote your company in the 2017 Brew-Ah program booklet with a full page, black and white advertisement. Over 700 copies are distributed at the festival.

### Local Community Partner- \$100

Support the Brew-Ah by becoming a local community partner. Each partner will have their logo featured in the program booklet and on the Brew-Ah website.

### Business Partner- \$100

List your restaurant as a Business Partner of the Brew-Ah. Your establishment will be featured in the program booklet and on the Brew-Ah website.

### Friends of the Vets - \$10 or more

Support the Brew-Ah by becoming a friend of the Vets. Each friend's name will be featured in the program booklet and on the Brew-Ah website.



## Brew-Ah Sponsorship Reply Form

### Due by: October 13<sup>th</sup>, 2017

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

\_\_\_\_\_ \$10,000 General Sponsor

\_\_\_\_\_ \$5,000 Colonel Sponsor

\_\_\_\_\_ \$2,500 Major Sponsor

\_\_\_\_\_ \$1,000 Captain Sponsor

\_\_\_\_\_ \$500 Lieutenant Sponsor

\_\_\_\_\_ \$250 Program Booklet Advertisement

\_\_\_\_\_ \$100 Local Community Partner

\_\_\_\_\_ \$100 Business Partner

\_\_\_\_\_ Friends of the Vets (\$10 or more)

\_\_\_\_\_ Check Enclosed

\_\_\_\_\_ Pledge (Will send payment on or before October 13<sup>th</sup>)

Your Sponsorship includes advertising opportunities.

**PLEASE SEND YOUR LOGO (vector file) and ADVERTISEMENT TO: [mrogala@burnsharbor-in.gov](mailto:mrogala@burnsharbor-in.gov) by  
October 13<sup>th</sup>, 2017**

**Send completed form to: Town of Burns Harbor Attn. Marcus Rogala 1240 North Boo Rd.  
Burns Harbor, IN 46304  
Or email to: [mrogala@burnsharbor-in.gov](mailto:mrogala@burnsharbor-in.gov)**